Web 2.0 and its positive impact on Application Adaptation by End Users
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What is Web 2.0?

Web 2.0 is used as a collective term to define the recent developments in web technologies and usage of the same by today's internet users. As time goes, the definition of the terms gets enhanced and more and more development concepts are incorporated within the definition. Hence it is a loosely used term to refer all the recent technologies surrounding the Internet.

It is term coined by O'Reilly Media in 2004 to refer to the second generation technologies such as web based communities and hosted services. The web based communities such as Blogs, Wikis, and Social Networking Sites helps collaboration and sharing of information between users via the Internet.

Thus, Web 2.0 is not a technical definition or a standards definition. Since the Internet has matured over the past decade, several new applications concepts have been adopted particularly after the dot com boom. The primary difference is that web has become a shared platform rather than islands of information sites (silos).

Phenomenal success of social networking sites such as Facebook, MySpace and YouTube has helped the industry take note of the potential of Web 2.0 technologies and embrace it quickly. While these sites were written off in the early stages, they proved to be much more useful and having a big potential. The industry big wigs such as Google, Yahoo, eBay, and even news media organizations are trying to be part of the revolution. Consumer goods marketing companies are trying to understand the phenomenon and leverage the strengths of this social networking medium to reach their consumers.

Changes in Web based Applications

As mentioned above Web 2.0 is not just one area of development. All round development of several areas have resulted in very user friendly applications. The web based applications now have rich interfaces competing with that of the old client-server approach based applications.

A host of technologies such as Javascript, XML, Ajax (combination of XML, Javascript and DHTML), Flash and Flex have become de facto definitions for web based applications development.

Rich Client Internet Applications

The above mentioned technologies have helped the web based applications to be very collaborative and interactive with the users. For instance, Microsoft has released their Ajax tool kit which enhances the user friendliness of the web centric applications. This has helped the developers to bridge the gap between the traditional client-server applications and the latest web based applications in terms of user interfaces and ease of use. While the technology is hidden behind the scenes, the user sees the rich, friendly, simple-to-use interface.

Application Adaptation by End Users

Many fantastic software products have fallen on the way side when these applications were not embraced by end users of the application. Large chucks of custom developed software packages and tools die a small depth for lack of user adaptation in many organizations. The unique success factor behind widely successful and used applications is the user adaptability in terms of its user interface.

For instance several Customer Relationship Management (CRM) packages were not adopted by the users and hence saw very slow growth in terms of number is users and organizations. Even large organizations using ERP solutions such as SAP were not able to force their users to use the CRM solutions provided by their vendors.

The great success came very apparent when salesforce.com offered a very user friendly, simple to use sales force management software based on a simple subscription model.

Even the large software vendors have improved their packages with the latest web based technologies to improve the user friendliness of their software solutions. Now they are seeing an up tick in the usage of their software.

Collaboration Tools

Internet based tools and concepts such as Wikis, Blogs, RSS, Podcasts, Webinars (ex. Webex), and even office applications (offered by Google, for example) have been widely adopted by the user community. The Wikipedia (www.wikipedia.com) site where users can edit the existing contents or upload their contents has become hugely popular and successful. Other social networking sites are embraced and used by vast population of the school going community.

Conclusion

While many critics point out that Web 2.0 concepts are nothing new and existed for a long time, it is undeniable that these technologies have gained critical mass only recent times. Hence without bothering about the terminology, definition, etc, users have followed the developments and started adopting the technology for their day to day activities. The Web 2.0 technology has a great positive impact on the user adaptation which is critical for the success of any business application.

Every organization providing information technology and business solutions have to adopt the technology developments in order to serve the customers better. And sales and marketing organizations have to leverage the strength of Web 2.0 to reach out to their prospects, customers and distribution channels and provide a superior customer experience.

Anagha Group leverages the Web 2.0 technologies such as Ajax which enhances user experience manifold to the full extent. For more information on Web 2.0 based solutions and services offered by Anagha Group, please visit www.fmsplus.com and www.leadpro247.com web sites.

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Anagha Group provides a range services in Marketing, Sales, Operations and Customer Management and Service arenas. The portfolio of services includes strategic marketing, marketing research, email marketing, lead management and support services. Rebates programs administration, loyalty programs management, co-op programs execution, integrated marketing and fulfillment services are delivered to the customers using flawless delivery methodologies. Backed by an experienced, strong technology team and global delivery capabilities, Anagha Group helps customers achieve significant cost reduction and enhance profitability.

Several technology tools and customer centric solutions are offered in on-demand (Software as a Service or on-demand) or on-site models. These tools help handle day to day marketing related operations efficiently, measure and analyze benefits in terms of ROI and aid in decision making by effective utilization of marketing dollars. These tools also provide valuable business

intelligence reporting in marketing, sales, operations, administration, service and customer data management areas.

Anagha Group offers consulting, best practices and allied services in data management, customer data integration initiatives, global data exchange programs among trading partners, portfolio management, quality improvement programs and technology consulting in marketing, fulfillment, sales and operations business processes.

Anagha Group provides its services to a cross section of the industry, including consumer packaged goods, marketing services, retail, franchising, healthcare, life sciences, building materials, finance, mortgage processing, banking and insurance, property management, automotive and other manufacturing industries. For more information on services offered, please visit www.AnaghaGroup.Com.